

PATENT
Attorney Docket No. 40655.0100

AMENDMENT

Please amend the above-captioned patent application, without prejudice, as follows.
Attached hereto is a marked-up version of the changes made to the claims entitled "Version of Claims With Markings to Show Changes Made." Each of the amendments finds full support in the claims, specification, or drawings as filed.

In the Claims:

Please amend Claims 1, 6, 8, and 12 to read as follows:

1. A method for providing a multiple-service card, the method comprising the steps of:
receiving at a service partner establishment an application for a multiple-service card from a consumer, said application comprising credit card information and service partner information, said service partner information related at least in part to membership in the service partner establishment;
communicating said credit card information to a provider of credit services; and
causing a multiple-service card to be sent to the consumer, wherein said multiple-service card is configured for providing a primary party's services and a service partner's services.

6. A method for providing a multiple-service card, the method comprising the steps of:
receiving from a service partner establishment an application for a multiple-service card from a consumer, said application comprising credit card information and membership card information, said membership card information related at least in part to membership in the service partner establishment;
authorizing said credit card information;
communicating said membership card information to a provider of membership services; and
causing a multiple-service card to be sent to the consumer.

8. The method of claim 6 further comprising canceling a service partner membership, wherein said canceling comprises:

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- X7*
- a. transmitting a file comprising indicia of an account to be cancelled,
 - b. producing a cancellation report, and
 - c. producing a balancing report.

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12. A system for providing a multiple-service card comprising:

at least one service partner;
a card service engine in communication with said at least one service partner; and
at least one primary party in communication with said card service engine;
wherein said at least one primary party provides a credit card service;
wherein said at least one primary party is capable of receiving data from, and
transmitting data to, said card service engine; and
wherein said card service engine is configured to receive at a service partner
establishment an application for a multiple-service card from a consumer, said application
comprising credit card information and service partner information, said service partner
information related at least in part to membership in the service partner establishment.

Please add the following new claims 20-29.

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20. A multiple-service card associated with which there is a service partner, a primary
party and a holder, the card comprising:

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- a first side and a second side,
- the first side having first indicia associated with said primary party.
- the second side having second indicia associated with said service partner,

21. The multiple-service card of claim 20, said primary party being a provider of credit
services.

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22. The multiple-service card of claim 20, said service partner being a provider of membership club services.

23. The multiple-service card of claim 20, said first indicia including an account number, a name of the holder, and an expiration date.

24. The multiple-service card of claim 20, said second indicia including a service partner membership number.

25. The multiple-service card of claim 20, said second indicia including a magnetic stripe that contains account information in machine readable form.

26. The multiple-service card of claim 20, said second indicia including a space for a signature.

27. The multiple-service card of claim 20, said second indicia including a customer service number.

28. The multiple-service card of claim 20, said second indicia including a barcode representing a service partner membership number.

29. The multiple-service card of claim 20, said second indicia including an image of the card holder.